

Rep Order# 9765695 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 41246

Printed: 10/01/2012 8:40 AM  
Last Received: 09/28/2012 5:40 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product SHERROD BROWN SENATE  
Estimate#  
Buyer MIKE DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-MKGDS FOR LINE 29 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*29	W	9P-10P	CRIMINAL MINDS	:30	\$3,200.00	10/03-10/03	0	0	0	\$0.00	
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	*44	TU	10P-11P	VEGAS	:30	\$1,600.00	10/02-10/02	1	1	1	\$1,600.00	
				Sales Remark: V3 MKGD								
				V3 Added								
	*45	F	10P-11P	BLUE	:30	\$1,600.00	10/05-10/05	1	1	1	\$1,600.00	
				Sales Remark: V3 MKGD								
				V3 Added								

---REPORT TOTALS---

Report Totals: 2 / \$3,200.00

---SALES MONTHLY TOTALS---

Oct 12: 44 / \$38,400.00

Sales Totals: 44 / \$38,400.00

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Station Totals: 44 / \$38,400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$80,000	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	32%
		WKRC	48%	WLWT	11%	WSTR	0%	WXIX	9%		

Books null  
Demos RA35+

Rep Order# 9765695 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 41246

Printed: 09/12/2012 4:29 PM  
Last Received: 07/09/2012 12:42 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

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--- REMARKS ---

pls see line 29  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*29	W	9P-10P	CRIMINAL MINDS	:30	\$3,200.00	10/03-10/03	1	1	1	\$3,200.00	
			Station Remark:	V2 1x na 10/3 sched change mg tues 10-11p 10/2 1x @ 1600.vegas & 1x fri 10/5 10-11p 10/5 1x @ 1600. blue bloods								

---REPORT TOTALS---

Report Totals: 1 / \$3,200.00

---SALES MONTHLY TOTALS---

Oct 12: 43 / \$38,400.00  
Sales Totals: 43 / \$38,400.00  
Station Totals: 43 / \$38,400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$80,000	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	32%
		WKRC	48%	WLWT	11%	WSTR	0%	WXIX	9%		

Books null  
Demos RA35+

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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

## Connell II, Jim

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**From:** dmcullah@wkrc.com  
**Sent:** Wednesday, September 12, 2012 10:10 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Sherrod Brown for Senate - 41246

Station: WKRC-TV

### Order Information:

Order #: 41246  
Order Total: \$38,400.00  
Agency: Shorr Johnson Magnus  
Advertiser: Sherrod Brown for Senate  
Product: SHERROD BROWN SENATE  
Alternate Order #: 09765695  
Flight Dates: 10/02/12 - 10/08/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

### Preempted Spot Information (41246-29-1):

Rate: \$3,200.00  
Air Date: Wed 10/03/12  
Eligible Days: --W-----  
Inventory Code: Wed Reg 2  
Inventory Description: Wed Reg 2  
Inventory Code Time: 9:00 PM-10:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

*Handwritten notes:*  
1x Tue 10-11P  
6~ 10/2 @ \$1600  
1x Fri 10-11P  
10/5 @ \$1600

# Spot Manager: All, 10/02/12-10/08/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 41246												
Line: 1												
10/02/12	Tuesday	7:36:07 AM	:30	\$190.00	OHSBT\	CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 2												
10/03/12	Wednesday	7:49:21 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 3												
10/04/12	Thursday	7:36:07 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 4												
10/05/12	Friday	7:58:56 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 5												
10/08/12	Monday	7:49:21 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 6												
10/02/12	Tuesday	8:28:56 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 7												
10/03/12	Wednesday	8:11:45 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 8												
10/04/12	Thursday	8:58:56 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 9												
10/05/12	Friday	8:37:05 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 10												
10/08/12	Monday	8:37:50 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$190.00							1	
Line: 11												
10/02/12	Tuesday	8:36:10 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	
Line: 12												
10/03/12	Wednesday	8:50:22 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	
Line: 13												
10/04/12	Thursday	8:58:25 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Sherrod Brown for Senate

Agency: Shorr Johnson Magnus

Station: WKRC-TV

Order: 41246

Line: 13

				\$325.00							1	
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Line: 14

10/05/12	Friday	5:42:51 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	

Line: 15

10/08/12	Monday	5:35:55 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
				\$325.00							1	

Line: 16

10/02/12	Tuesday	7:28:04 PM	:30	\$650.00	OHSBT\	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	

Line: 17

10/03/12	Wednesday	7:10:42 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	

Line: 18

10/04/12	Thursday	7:04:26 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	

Line: 19

10/05/12	Friday	7:22:14 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	

Line: 20

10/08/12	Monday	7:27:34 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	

Line: 21

10/02/12	Tuesday	7:51:29 PM	:30	\$750.00	OHSBT\	M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	

Line: 22

10/03/12	Wednesday	7:35:00 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	

Line: 23

10/04/12	Thursday	7:42:22 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	

Line: 24

10/05/12	Friday	7:51:14 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	

Line: 25

10/08/12	Monday	7:51:41 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	

[Filtered by: ] [Sorted by: Station]

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Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 41246												
Line: 26												
10/05/12	Friday	2:28:15 PM	:30	\$1,600.00		Fri Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 27												
10/02/12	Tuesday	3:39:28 PM	:30	\$3,500.00	OHSBT	Tue Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 28												
10/04/12	Thursday	2:28:00 PM	:30	\$3,500.00		Thu Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 30												
10/03/12	Wednesday	3:57:56 PM	:30	\$3,500.00		Wed Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 31												
10/07/12	Sunday	7:40:08 PM	:30	\$3,000.00		Sun Reg 1	7:00 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 32												
10/02/12	Tuesday	1:59:00 PM	:30	\$375.00	OHSBT	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 33												
10/03/12	Wednesday	2:11:30 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 34												
10/04/12	Thursday	2:11:15 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 35												
10/05/12	Friday	2:24:45 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 36												
10/08/12	Monday	2:46:45 PM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 37												
10/02/12	Tuesday	1:05:39 PM	:30	\$1,100.00	OHSBT	11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 38												
10/03/12	Wednesday	1:19:14 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 39												
10/04/12	Thursday	1:26:11 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH

[Filtered by: ] [Sorted by: Station]



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Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Sherrod Brown for Senate

Agency: Shorr Johnson Magnus

Station: WKRC-TV

Order: 41246

Line: 39

				\$1,100.00							1	
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Line: 40

10/05/12	Friday	:05:44 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,100.00							1	

Line: 41

10/06/12	Saturday	:11:35 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,100.00							1	

Line: 42

10/07/12	Sunday	:25:37 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,100.00							1	

Line: 43

10/08/12	Monday	:27:37 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,100.00							1	

Line: 44

10/02/12	Tuesday	:43:00 PM	:30	\$1,600.00	OHSBT\	Tue Reg 3	10p-11p	SHERROD BROWN SEN		P-4	1	MWASH
				\$1,600.00							1	

Line: 45

10/05/12	Friday		:30	\$1,600.00		Fri Reg 3	10p-11p	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,600.00							1	
				\$38,400.00							44	
				\$38,400.00							44	
				\$38,400.00							44	
				\$38,400.00							44	
				\$38,400.00							44	

[Filtered by: ] [Sorted by: Station]